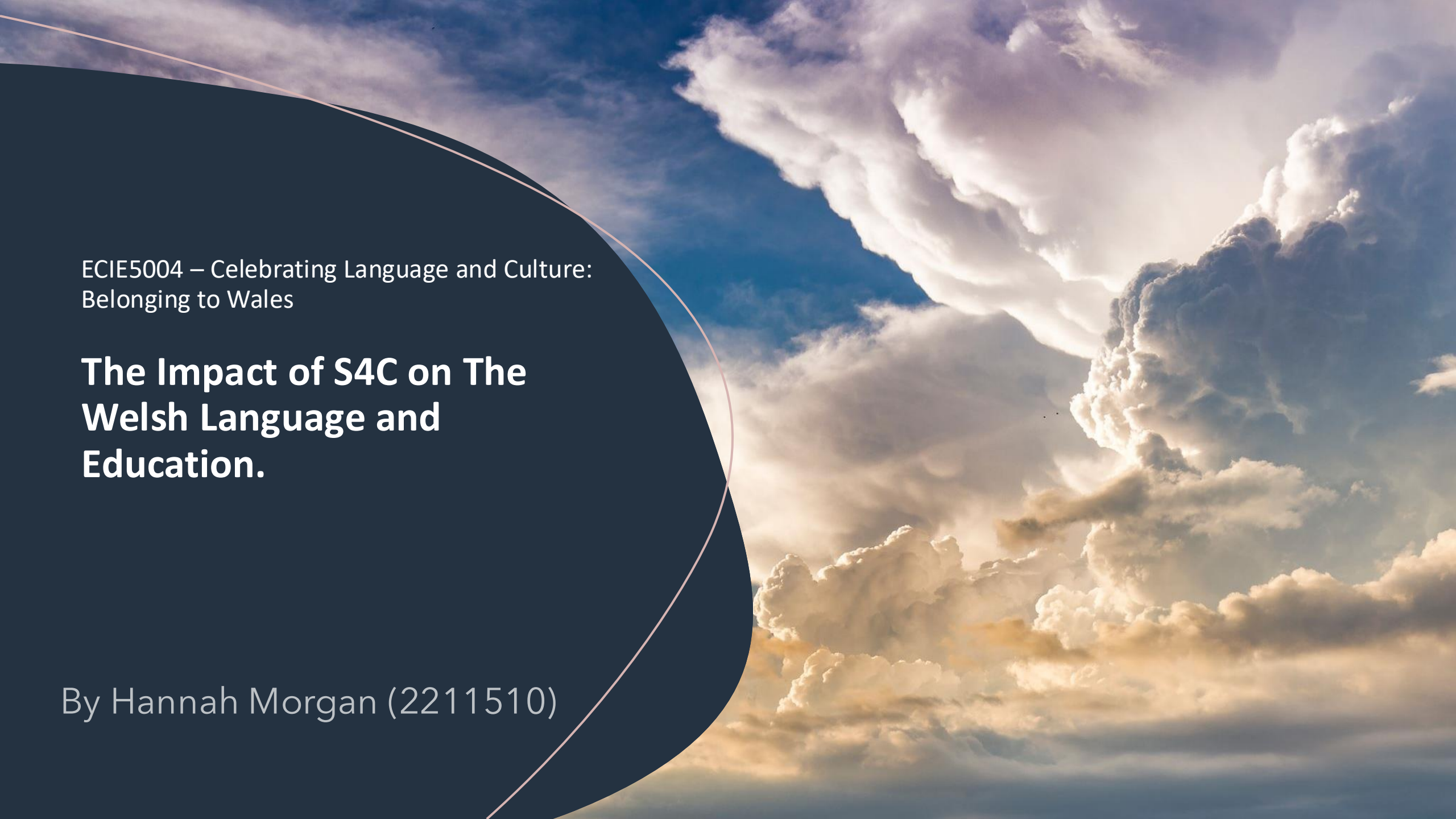




ECIE5004 – Celebrating Language and Culture:  
Belonging to Wales

# **The Impact of S4C on The Welsh Language and Education.**

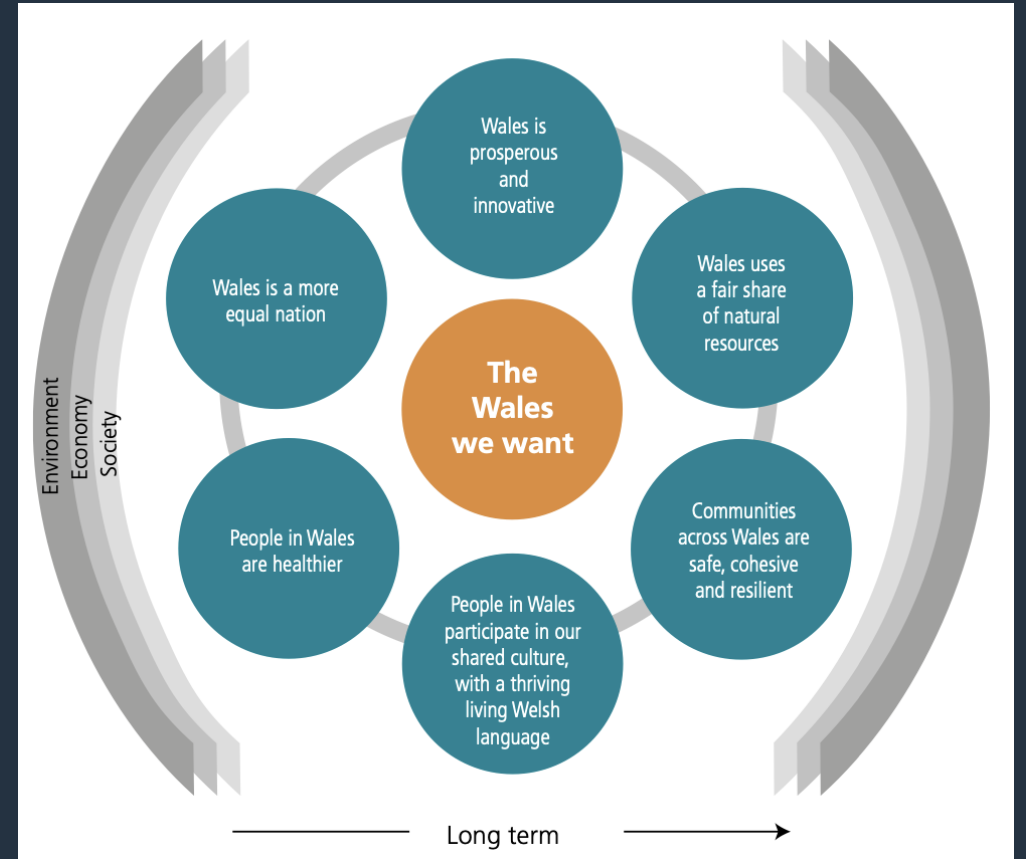
By Hannah Morgan (2211510)

# Introduction

## *What is The Welsh Language?*

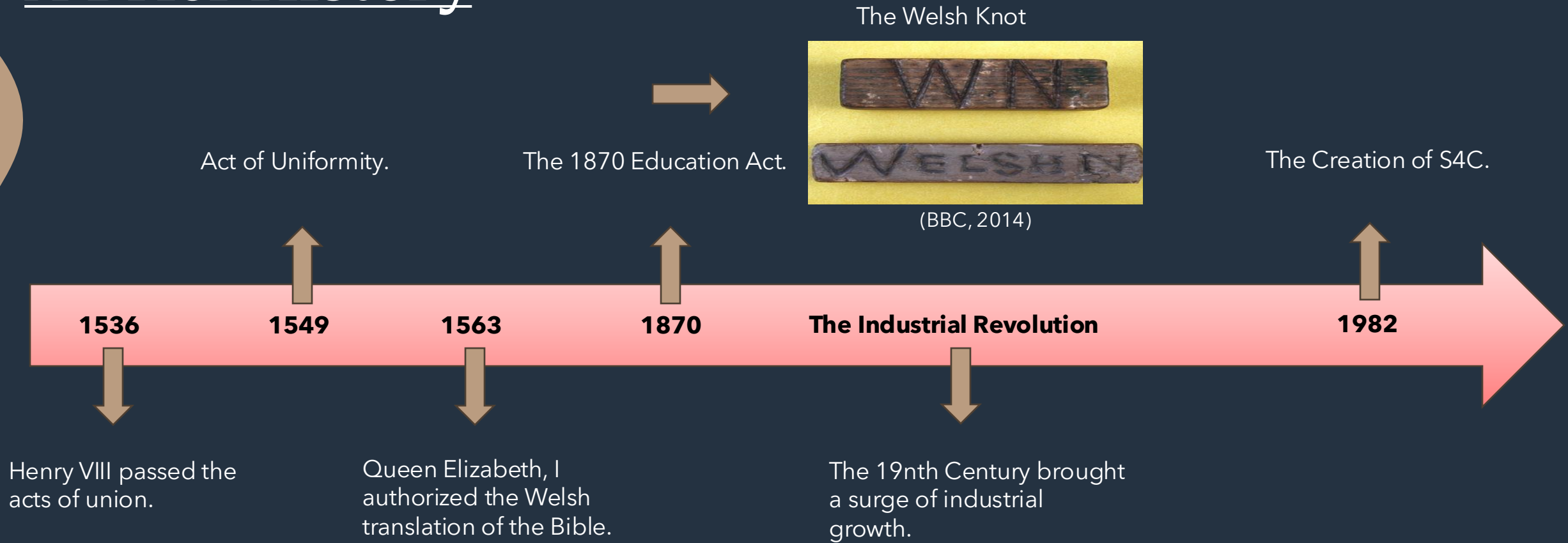
- The Welsh Language is the oldest spoken language in the United Kingdom. (Davies, 2014)
- 538,000 of the Welsh Population aged over 3 reported that they can speak Welsh. (Welsh Language Commissioner, 2022).
- “There are many ways of practicing and performing Welsh Identity” (Jones, 2020, P.20), However The Welsh Language plays a vital role to many.

## *The Wales We want*



(Welsh Government, 2014).

# A Brief History



(Welsh Government, 2025)

# What is S4C?

- S4c stands for Sianel Pedwar Cymru which translates to Channel Four Wales.
- To start only 22 hours of Welsh Language programs broadcast along side English.
- Today, 155 hours are broadcast each week solely through the medium of The Welsh Language.
- " It commissions independent producers from across Wales to make the majority of its programs."  
(S4C, N.D).

## Why was S4c Established?

- Before the Creation of S4C in 1982 , A very limited number of Welsh Broadcasting on the three main Channels BBC 1, BBC 2 and ITV.
- During the 1970's the plans for a fourth Channel to be developed began and for many became an opportunity for a new beginning in public service broadcasting for Wales.
- "Due to intensive campaigning S4C was established by the 1980/1981 Broadcasting Acts".

(S4C, N.D).

(The function of the Welsh Authority shall be—  
(a)to provide television programmes (other than advertisements) of high quality for broadcasting by the IBA on the Fourth Channel in Wales;  
and  
(b)to provide the IBA with programme schedules for those programmes;  
(Broadcasting Act, 1981).

# Benefits to Wales.

- S4C enormously contributes to creative industries across Wales and is crucial to promoting the Welsh Language and culture around the World. (2018).
- Inspire and nurturing new talent across Wales and works with partners to expand S4C's impact on its role in community's and development.
- "For every £1 of income S4C generates an economic impact of £2.03 in the UK economy."
- "S4Cs expenditure supports an estimated 2,229 Jobs in Wales, Including a number of jobs within socioeconomically-deprived areas" (2022).

## S4C's Contribution to Society Policy Statement.



(Wavehill, 2024).

"Centered around the social purpose to ensure that the Welsh Language is an important part of everyone's lives in Wales. Aspiring to continue supporting creativity, economy and language in Wales." (Wavehill, 2024).

# S4C's Educational Impact

- S4C provides Educational Resources, from GCSE to A level course specifications to informal learning.
- S4C content is available on the Welsh Government Hwb website, with some resources made with the support of the Welsh Government.
- S4C ensures the best use of content that is readily available where possible to support schools, learners and parents.
- S4C raises awareness amongst publishers, independent television and educational content providers of the importance of collaborating and sharing content to create resources and support for the Welsh Curriculum.

(S4C, 2023).

## Ysgol Cwy.



(S4C, N.D).

- Amusing and Educational content for Children.
- Nursery and Foundation stage resources to learn through play.
- Wellbeing and Mindfulness Exercises.
- Worksheets.
- Factual Information presented in a fun way.

(S4C, N.D)



(S4C, 2020).

## Amser Maith Education Pack.

- Maith yn Mol includes 100 teaching hours for children aged 5-9 which supported previous curriculum and The New Curriculum of Wales 2022.
- Welsh History being the center of learning, the pack is available to pupils, parents and teachers on the Hwb Website.
- 72 interactive activities to accompany all episodes of the series and meets requirements of the educational curriculum.

(S4C, 2020)

"After watching the programmes, the children have the opportunity to reinforce their understanding of everyday life in Wales in the past, by doing a range of activities, such as writing, numeracy, drama and creating." (S4C, 2020).

# The Future of S4C

- Taking a more active role in the production of educational resource and Supporting new Welsh Speakers.
- Elevating the Welsh Language to global stage.

- Dan Yr Mellt: First Only Welsh drama bought by Netflix.

- Promoting Welsh through Men's Football World Cup.

- American Ownership of Wrexham FC, educating about Welsh.

- "Patterned with BAFTA Albert Consortium to ensure that there programming is more environmentally sustainable."

(Wavehill, 2024).

## S4C's Vision for Tomorrow

- Create relevant, engaging and constantly evolving content and access to content.

### **S4C's key Ambitions within the Vision**

- Ubiquitous Content Delivery: Ensuring audience segments can access S4C content when, where and how they want**
- Creating the Right Content: Making it more relevant, competitive and diverse**
- Wider Public Service Value: Bringing about economic, linguistic and educational benefits from our work**
- A Commercial Strategy to Help Drive the Vision: Enhancing our commercial capabilities and reputation**

(S4C, 2021).

# Conclusion

- S4C has made major contributions to the promotion and continued use of the Welsh Language.
- S4C is aware that to stay relevant it needs to be constantly evolving to keep providing relevant and useful content for its audiences.
- S4C works closely with the Welsh Government and is working hard to achieve a million Welsh Speakers by 2050 and shares the same goal of having a thriving Welsh Language and Culture, In and outside of schools.

The People of Wales today are proud to have their own Welsh Language Channel S4C was established as a need by the people and now holds an essential place in Welsh History, Education and The promotion of Welsh Language and Culture.

After the Language being taken away, The importance of our youth of today keeping it alive is crucial and S4C is supporting the movement to make it happen.

**Diolch Am Wrandu  
Thankyou For  
Listening**

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